

C L A I M A M E N D M E N T S
C L E A N F O R M

Please **AMEND** the claims as follows:

5. (AMENDED) A method according to Claim 4, wherein step (b3) includes the step of:
 - (i) determining that said product selection qualifies for an alternate product offer if said acceptance rate is greater than a predetermined value.
35. (AMENDED) A storage device according to Claim 34, wherein said storage device is selected from the group consisting of computer RAM, computer ROM, a PROM chip, flash RAM, a ROM card, a RAM card, a floppy disk, a magnetic disk, a magnetic tape, a magneto-optical disk, an optical disk, a CD-ROM disk, and a DVD disk.
39. (AMENDED) A storage device according to Claim 38, wherein said storage device is selected from the group consisting of computer RAM, computer ROM, a PROM chip, flash RAM, a ROM card, a RAM card, a floppy disk, a magnetic disk, a magnetic tape, a magneto-optical disk, an optical disk, a CD-ROM disk, and a DVD disk.
42. (AMENDED) A vending machine apparatus according to Claim 41, wherein said message output device includes at least one element selected from the group consisting of an audio speaker, an LED display, an LCD display, a video display device, a touch sensitive video display device, and a printer.

Please **ADD** the following new claims:

43. (NEW) A method comprising:
 - receiving a selection of a first product from a vending machine;
 - presenting an offer for a second product in lieu of the first product, in which the second product is more profitable than the first product;
 - determining if the customer has accepted the offer; and
 - dispensing the second product if the customer has accepted the offer.

44. (NEW) A method comprising:
 - receiving a selection of a first product from a vending machine;
 - determining a profit margin of the first product;
 - determining a second product that has a profit margin greater than the profit margin of the first product;
 - displaying an offer to for the second product instead of the first product;
 - receiving an acceptance of the offer; and
 - dispensing the second product.